

# V MAGAZINE

## A LOOK INSIDE THE BEST OF SALONE DEL MOBILE

Salone del Mobile 2026 gave Milan its annual takeover

April 29, 2026

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### RH FLAGSHIP—YEARS IN THE MAKING

RH's Milan flagship opened after years of restoration of an 1880 Neo-Renaissance building — and a multimillion-dollar investment. The result is one of the most ambitious retail environments in Europe, operating as store, restaurant, and manifesto.

Opening moments bordered on spectacle: the top-floor sushi bar was packed, as were the floors below, where caviar and oyster service signaled that RH was not making a quiet entrance. Guests included Brunello Cucinelli, Zoe Saldaña, and Margot Robbie.



Courtesy of RH FLAGSHIP

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